

WHAT IS CLAIMED

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1. A method of controlling a transaction between a receiver and a content provider occurring over a network operated by a network operator, wherein said content provider offers enhanced content programming relating to the transaction, the method comprising the steps of:

- storing a receiver profile in a data base controlled by a third party, wherein said third party is coupled to said network;
- intercepting a user request for the enhanced content programming, said user request originating in the receiver, wherein said intercepting step is performed by said third party;
- determining if said user request for the enhanced content programming is authorized by said stored receiver profile; and
- permitting the enhanced content programming to be provided to the receiver in response to the user request if the content provider is authorized by said user profile, wherein said permitting step is performed by said third party.

2. The method of claim 1, further comprising the steps of:

- determining if said user request for the enhanced content programming is unauthorized by said stored receiver profile; and
- preventing the enhanced content programming to be provided to the receiver in response to the user request if the content provider is unauthorized by said user profile, wherein said preventing step is performed by said third party.

3. The method of claim 1, further comprising the steps of:

- determining if said user request for the enhanced content programming is unauthorized by said stored receiver profile; and
- permitting the enhanced content programming to be provided to the receiver in response to the user request if the content provider is not unauthorized by said user profile, wherein said permitting step is performed by said third party.

4. The method of claim 1, wherein said receiver profile is comprised of multiple user profiles, wherein each user profile includes a user identifier, wherein said determining step is further comprised of the steps of:

- requesting said user identifier from said receiver;

7. The method of claim 6, further comprising the step of displaying at least one advertisement simultaneously with said portion of said extracted transaction information.

8. The method of claim 7, wherein said at least one advertisement includes linking information to a specific content provider.

9. The method of claim 5, further comprising the steps of:
determining if said user request is authorized by said stored user profile;
and
directing said appended user request to the content provider if said user request is authorized by said user profile.

10. The method of claim 5, wherein said step of intercepting said user request further comprises the steps of:

appending an address to a third party controller to said intercepted user request; and

directing said intercepted user request to said third party controller, wherein said third party controller performs said step of appending additional parameters to said user request.

11. The method of claim 5, further comprising the step of appending a marker to said user request response by the content provider, wherein said third party uses said marker to intercept said user request response.

12. The method of claim 5, wherein said user profile is comprised of information selected from the group consisting of shipping information and billing information.

13. The method of claim 5, wherein said user profile is comprised of a user budget, wherein said method further comprises the steps of:

extracting said user budget from said user profile stored in said third party controlled data base;

determining if said user budget permits said user purchase request; and

1 22. The method of claim 5, wherein said additional parameters
2 appended to said intercepted user request is comprised of a set of user receiver
3 capabilities.

1 23. The method of claim 5, wherein said additional parameters
2 appended to said intercepted user request is comprised of a network specification.

1 24. The method of claim 5, wherein said additional parameters
2 appended to said intercepted user request is comprised of a user receiver specification.

1 25. The method of claim 5, wherein said additional parameters
2 appended to said intercepted user request is comprised of network operator business rules.

1 26. A network-based system for supporting a user transaction, the
2 system comprising:
3 a network;
4 a content provider coupled to said network, wherein said content provider
5 supplies enhanced content programming relating to the user transaction;
6 a receiver coupled to said network, said receiver capable of receiving said
7 enhanced content programming and interacting with said content provider via said
8 network;
9 third party means for intercepting data relating to the user transaction
10 flowing between said content provider and said receiver via said network;
11 third party means for directly obtaining supplemental information from
12 said content provider relating to the financial transaction;
13 a data base coupled to said network and controlled by a third party, said
14 data base storing a user profile associated with said receiver and at least a portion of said
15 intercepted data and said supplemental information;
16 third party means for selecting a portion of said stored data and
17 supplemental information to be displayed;
18 a display coupled to said receiver for displaying said selected portion of
19 said stored data and supplemental information; and
20 third party means for finalizing the user transaction with said receiver and
21 said content provider, wherein said third party means for finalizing the user transaction

22 further comprises the party means for providing at least a portion of said stored user
23 profile to said content provider.

1 27. The system of claim 26, wherein said third party intercepting
2 means detects triggers within said enhanced content programming.

1 28. The system of claim 26, wherein said receiver is selected from the
2 group consisting of set-top boxes, telephones, PDAs, and computers.

1 29. The system of claim 26, wherein said network is selected from the
2 group consisting of cable, fiber optics, telephone lines, terrestrial broadcast systems, and
3 satellite broadcast systems.

1 30. The system of claim 26, further comprising:
2 third party means for determining a set of display capabilities for said
3 receiver, wherein said set of display capabilities is contained within said user profile; and
4 third party means for formatting said selected portion of said stored data
5 and said supplemental information to correspond to said set of display capabilities.

1 31. The system of claim 26, wherein said displayed selected portion of
2 said stored data and said supplemental information is a semi-transparent overlay.

1 32. The system of claim 26, wherein said displayed selected portion of
2 said stored data and said supplemental information utilizes only a portion of a screen
3 corresponding to said display.

1 33. The system of claim 26, wherein said third party intercepting
2 means, said third party means for directly obtaining supplemental information, said third
3 party selecting means, said third party finalizing means, and said third party means for
4 providing said portion of said stored user profile to said content provider is a third party
5 controller coupled to said content provider and to said receiver via said network.

1 34. The system of claim 26, further comprising third party means for
2 displaying at least one advertisement on said display, said at least one advertisement
3 displayed simultaneously with said selected portion of said stored data and supplemental
4 information.